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Academic and Assessment Committee, August 7, 2014

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**Minutes
Coastal Carolina University
Board of Trustees**

**Academic & Assessment Committee
E. Craig Wall Jr. Board Room
August 7, 2014**

Committee Members Present: Mr. Samuel H. Frink, Mr. Daniel W. R. Moore Sr., Dr. Oran P. Smith, and Mr. Eugene C. Spivey

Committee Members Not Present: Dr. Samuel J. Swad and Mr. William E. Turner III

Other Board Members Present: Mr. William S. Biggs, Mr. D. Wyatt Henderson, Mr. Carlos C. Johnson, Mr. Marion B. Lee, Mr. Charles E. Lewis, Mr. William L. Lyles Jr. and Mr. George E. Mullen

Others Present: Dr. John P. Beard, Ms. Stacie A. Bowie, Dr. Barbara A. Burd, Dr. J. Ralph Byington, Ms. Amanda E. Craddock, Dr. Debbie Conner, Dr. David A. DeCenzo, Mr. Edgar L. Dyer, Ms. Natalie Franklin, Ms. Kiara Gaithers, Mr. Rhett J. Graham, Ms. Martha S. Hunn, Ms. Beverly J. Landrum, Dr. Steven J. Madden, Mr. Timothy E. Meacham, Ms. Brandi A. Neal, Dr. Carol D. Osborne, Ms. Jennifer Packard, Mr. William M. Plate Jr., Dr. Nelljean Rice, Dr. Barbara A. Ritter, Dr. Michael H. Roberts, Ms. V. Chyrel Stalvey, Ms. Kiamani Thomas, Mr. Bobby Walls Jr., and Mr. David Yancey

(In accordance with the requirements of the South Carolina Freedom of Information Act, the news media were notified of the time, location, and agenda for the meeting.)

Oran Smith brought the meeting to order at 12:30 p.m.

Gene Spivey moved to approve the May 8, 2014 committee minutes and Sam Frink seconded. The motion passed.

Nelljean Rice introduced Brandi Neal, the director of Coastal Excellence and Leadership (CEaL), a residential program for hand-picked students with SAT and ACT scores not quite reaching the mark of college admissions. However, their high school grades were good, above 3.0 in most cases, and showed leadership qualities. The program was in Summer II, and 57 students were admitted--the majority was in-state students. Their student profiles were distributed.

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CEaL students, Bobby Walls Jr., Kiara Gaithers, Kiamani Thomas and Natalie Franklin, spoke of their experience in the program and expressed appreciation for the opportunity to participate. Walls, an English major, was appreciative of the seminars coaching him on how to become involved in the college and community. The counselors made them feel part of a big, happy family. Gaithers, a biology major, had a good mentor and made good friends. University 110 helped prepare her for entrance into college life. Thomas, an exercise sports science major, felt he became a better writer after taking English 101 and acquired a feel for college work. Franklin, an undeclared major, expressed gratitude for the opportunity to prove herself college ready and received great tips on how to balance time.

Henderson wanted to make sure the program had the resources needed. Rice responded that there was enough. Thank you notes from the students in the program were passed around.

Steve Madden reported that Faculty Senate had been very productive last year with new classes and programs. This year there is a young senate. Next year will bring new challenges because we are a growing university and will have to adapt and adopt.

Ralph Byington overviewed the S.C. Commission on Higher Education program planning and proposals summary report. New programs this year have included B.A. in Special Education, M.Ed. in Special Education with Certification in Multi-categorical, B.A. Integrated Humanities, B.A. Digital Content, M.S. Sports Administration, B.S. Civil and Coastal Engineering Technology, and M.S. Information Security and Analytics.

David Yancey reported that work is progressing on developing the dashboard metrics identifying students for whom advising intervention would prove most effective. Advisors will have the opportunity to review their advisees based on one of various metrics. Work is in progress for a select group of advisors in every college to have these metrics available.

Byington referenced the Assessment Overview report. As part of the strategic plan, the University reviews student learning, student development, and administrative unit operations to help make informed decision making to advance student performance and institutional improvements.

An academic program review pilot is being developed to aid academic departments to have a better system for accountability, action plans development, and increase program assessment. Every five years program reviews would be performed.

My Experience and Progression publications from science and humanities and fine arts were distributed to everyone.

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Larry Lyles moved to have Michael Gerson, *Washington Post* columnist, as the May 2015 commencement speaker and receive an honorary degree. The motion was amended for Edgar L. Dyer to be the commencement speaker in December 2014. Smith seconded, and the motion carried (Motion 14-31).

Smith moved to approve the Mission Statement change as noted. Gene Spivey seconded, and the motion passed (Motion 14 -32). This change will have to be submitted to S C. Commission on Higher Education for approval.

Smith moved to request approval for the Spadoni College of Education to establish a committee to conduct a feasibility study regarding Coastal Carolina University serving as an authorizer of charter schools in South Carolina. The purpose of this feasibility study is to determine the educational and economic value of: (1) Coastal Carolina University serving as a charter school authorizer; (2) Horry County Schools and Coastal Carolina University collaborating on a university authorized Early Childhood Charter School that would also serve as a CCU Child Development Center; and (3) any other public Charter partnerships and collaborations. Dan Moore seconded, and the motion carried (Motion 14-33).

Because the Board will have oversight of this study, Henderson asked that a trustee member serve on the committee.

Byington stated that we are looking to a record fall undergraduate enrollment. Transfer applications are a large market, and we need to do a better job of bringing two-year students over to Coastal Carolina University through the bridge program.

Amanda Craddock indicated that this year's growth is a combination of admissions' targeted marketing campaign, e-mails, doubling the number of student events in South Carolina, bad winter weather in the north, and a new faculty calling program.

As there was no further business, the meeting adjourned.

Respectfully submitted,

Chyrel Stalvey for
Charles E. Lewis
Secretary/Treasurer